

Message Text

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FM USINT BAGHDAD

TO SECSTATE WASHDC 2139

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E.O. 11652: N/A

TAGS: AFSP, IZ

SUBJECT: FY-77 COMMERCIAL BUDGET

REF: STATE 126509

1. REGRET DELAY IN RESPONSE REFTEL, BUT FY76 FIELD
BUDGET DEMANDS ON USINT'S SLIM RESOURCES MADE EARLY
SUBMISSION OF RESPONSE IMPOSSIBLE.

2. ADDITIONAL AMERICAN AND LOCAL COMMERCIAL POSITIONS
FOR FY 77: IN FY 76 THE E/C PERSONNEL STRUCTURE SHOULD
COMPRISE TWO E/C OFFICERS (FSO-4 AND FSO-6), ONE PROFESSIONAL
LOCAL (FSL-1), AND TWO LOCAL COMMERCIAL ASSISTANTS (ALREADY
INCUMBENT AT FSL-2 AND FSL-3). REQUIRED FY 77 ADDITIONS WILL
BE ONE AMERICAN SECRETARIAL POSITION (FSS-10) AND TWO LOCAL
POSITIONS (ONE FSL-2 UNIVERSITY GRADUATE - SALARY 6361 DOLLARS
AND ONE FSL-4 ADMINISTRATIVE ASSISTANT/TYPIST/TRANSLATOR -
SALARY 3929 DOLLARS).

3. JUSTIFICATION FOR ADDITIONAL POSITIONS: IRAQ IN 1974
WAS FIFTH ARAB MARKET FOR US PRODUCTS (UP FROM 12TH ONLY TWO
YEARS EARLIER), AND IS CURRENTLY NUMBER FOUR. IRAQ
CLEARLY HAS POTENTIAL TO BE BILLION-DOLLAR MARKET
IN FY 77. USG E/C STAFFING PICTURE BAGHDAD SHOULD
REFLECT THIS POTENTIAL. NATURE OF COMMERCIAL WORK
BAGHDAD CHARACTERIZED BY NECESSITY FOR TIME-CONSUMING
PERSONAL CALLS AND LACK OF SOCIAL CONTACT WITH IRAQI
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COMMERCIAL OFFICIALS WITH WHOM BUSINESS MIGHT BE

CONDUCTED. THUS PERSONAL CONTACT WITH IRAQI BUYERS
 COMPRISES FULL MAN-YEAR OF WORK FOR E/C OFFICER,
 AND ANOTHER 3/4 MAN-YEAR FOR ONE LOCAL E/C EMPLOYEE -
 JUST TO KEEP UP WITH THE MAJOR OPPORTUNITIES.
 RESIDENT AMERICAN BUSINESS COMMUNITY IRAQ 1974 WAS
 20 RPT 20. CURRENTLY ABOUT 50. PROJECTION IS AROUND
 300 BY DECEMBER THIS YEAR AND NEAR 1000 BY JULY 1,1977 -
 ASSUMING US FIRMS WIN NO MORE THAN 20 PERCENT OF
 POTENTIAL CONTRACTS. THESE BUSINESSMEN ARE GOING NEED
 USG ASSISTANCE (PERSONAL MEETINGS, WRITTEN INQUIRIES,
 TRADE MISSIONS, EXHIBITIONS), WHICH WILL SKYROCKET IN
 TERMS DEMANDS ON USG E/C PERSONNEL AS TIME GOES ON.
 WILL NEED ONE AMERICAN MAN-YEAR AND ONE LOCAL MAN-YEAR
 JUST FOR DIRECT SUPPORT OF AMERICAN FIRMS. U.K. EMBASSY
 HERE, BY WAY COMPARISON, HAS ITS OWN SEPARATE COMMERCIAL
 OFFICE STAFFED WITH TWO FULL-TIME COMMERCIAL OFFICERS
 (A THIRD REQUESTED), TWO BRITISH SECRETARIES, AND FOUR
 LOCAL EMPLOYEES AND IS ARGUING FOR MORE, EVEN THOUGH
 UK HAS MUCH SMALLER RPT SMALLER MARKET SHARE THAN US.

3. ESTIMATED COSTS FY 1975, 1976 AND 1977:

CATEGORY	FY1975	FY 1976	FY 1977
A. COMMERCIAL	400	1000	1000
TRAVEL			
B. COMMERCIAL	50	3000	1000
LIBRARIES			
C. COMMERCIAL			
NEWSLETTERS	50	200	300
D. COMMERCIAL			
CONTRACTUAL			
SERVICES	-	200	200
E. COMMERCIAL			
REPRESENTATION	500	1000	1500

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